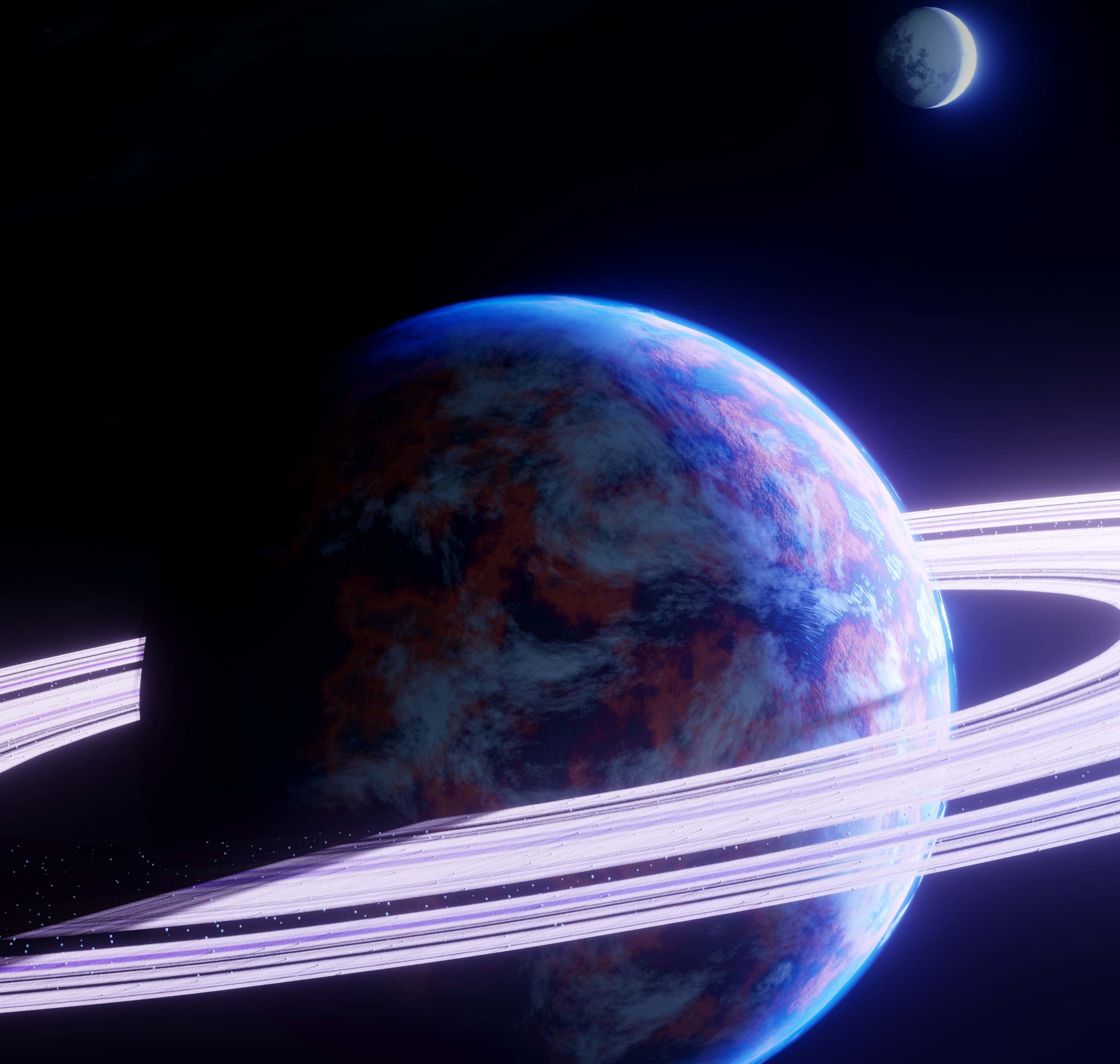




IIT GUWAHATI'S

ALCHERINGA 2022

COMPETITION RULE BOOKLET



ABOUT US

As spring comes forth, the North-East sees itself engulfed by lush green beauty that sprawls onward to horizon with nature breathing new life into the world, budding flowers decorating the surreal landscape; it wouldn't be far-fetched to say paradise has descended upon Earth. Amidst this fantasy lies "Alcheringa", the annual cultural extravaganza of IIT Guwahati.

Alcheringa, popularly known as "Alcher", is the annual socio-cultural festival of Indian Institute of Technology (IIT) Guwahati. Started in 1996 by a group of students of IIT Guwahati, Alcheringa has now become one of the biggest college level events in Asia. The name derives from the Australian language, literally translating to 'Eternal Dreamtime' and hence befitting the moment in every sense of the word.

Those who have heard it, seen it and lived it can tell you that it is nothing short of visual delicacy, a gourmet by the finest chefs served to you with the best seasoning there to offer.

Spread over 3 days and 4 nights, Alcheringa attracts people from all over the country with its spectacular events and competitions. At Alcheringa, we promise you nothing but the best 4 days of your lifetime.



Vogue Nation

PG. 4

Glamour Nova
States of Dress

Class Apart

PG. 7

Alcher Got Talent
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- Just Reel It

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Glamour Nova

Online Fashion Design and Photoshoot Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- **Entries should be submitted according to the following rule** - At Least 4 photos should be submitted (can be of different postures or different angles of the photograph)
- All participants need to post all the photos through their social media handles and you should Tag **@alcheringaiitg** and **@voguenation_alcheriitg** for Instagram and (Alcheringa, IIT Guwahati, Vogue Nation, Alcheringa) pages for facebook.
- **Minimum Age Limit = 17 Years**
- Link of your Google Drive containing all the above mentioned photographs should be submitted at <https://registrations.alcheringa.in>. Name the folder that is being submitted as **“(Your Alcher-ID) - (Event Name)”**.
- Vulgarity in any form will not be allowed in competition.
- The quality of the photo(s) should be clear and editing of photos is allowed.



JUDGING CRITERIA:

1. Collection, design and finish:

- Creativity / Innovation in design - 25%
- Standard of Design - 20%
- Originality - 15%
- Product quality and finish - 10%

2. Photography-30%



States Of Dress

Online Paper Dress Designing Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- **This is a team event.** Each team will have 3 members, one person for whom the outfit will be designed and the others designer for the outfit.
- Teams are needed to make a dress from newspaper and other logistics like Newspapers, A4 sheets, ribbons, stapler, pins, cello tape, sketch pens. **Be ready with the general necessities.**
- **THEME** - Conventional dress [Traditional dress of your state].
- **Entries should be submitted according to the following rule-** Full Length photo, Close up photo, Left side, Right Side. (At Least these 4 photos should be submitted, participants can add more photos).
- All participants need to post all the photos through their social media handles and you should Tag **@alcheringaiitg** and **@voguenation_alcheriitg** for Instagram and (Alcheringa, IIT Guwahati, Vogue Nation, Alcheringa) pages for facebook.
- Link of your Google Drive containing all the above mentioned photographs should be submitted at <https://registrations.alcheringa.in> . Name the folder that is being submitted as **“(Your Alcher-ID) - (Event Name)”**.



Alcher Got Talent

Online Multi-Talent Solo Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- **Note:** Dancing, singing or any art already existing in the form of other events in the fest is not allowed. You may contact the team in case of any suspicion.
- Contestants have to perform solo.
- Minimum age limit for the competition is 12.
- Time limit is 5 minutes.
- Use of instruments or props to enhance your performance is allowed.
- Obscenity of any kind or inappropriate content will lead to immediate disqualification.
- The decision of the judges will be final and binding in all cases.
- Organizers have full authority to disqualify the participation in case of any discrepancy.
- The video quality and the audio should be clear.
- Link of your Google Drive containing the video should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".



Rap Battle

Online Rap Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- Minimum age limit for the competition is 15.
- Vulgarity in any form will not be allowed in the competition.
- More points for originality.
- Background lyrics cannot be used for the performance.
- The jury decision will be final and binding in all cases.
- Organizers have full authority to disqualify the participation in case of any discrepancy.
- Participants can perform in Hindi/English only.
- Duration of the video should not exceed 6 minutes.
- Link of your Google Drive containing the video should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".



Sixth String

Online Electric Guitar Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- Contestants have to perform solo with Electric Guitar.
- The minimum age limit for this is 12 years.
- Time limit is 5 minutes.
- Background music is allowed.
- The audio quality should be clear.
- Organizers have full authority to disqualify the participation in case of any discrepancy.
- The decision of the judges will be final and binding in all cases.
- Link of your Google Drive containing the video should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".



Electric Heels

Freestyle Online Group Dance Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- Teams consist of a minimum of 5 and a maximum of 25 members.
- A minimum of 5 and a maximum of 16 members must be present in the frame at any given moment
- The minimum age limit for this competition is 12 years.
- Any pre-recorded or live music can be used for the performance.
- The decision taken by the organisers is final and binding for the performers.
- Organizers have full authority to disqualify the participation in case of any discrepancy.
- Creativity and Innovation will fetch extra points, Innovations such as props fetch extra points.
- Performance duration should not exceed 8 minutes.
- Vulgarity of any form will not be tolerated. So if a team feels that any act could be termed as vulgar, it is best suggested to discuss it to the event organiser.
- Link of your Google Drive containing the video should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".



So You Think You Can Dance

Freestyle Online Solo Dance Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- The decision taken by the organisers is final and binding for the performers
- Props won't be a part of judging criteria.
- The minimum age limit for this competition is 12 years.
- The participants are free to choose songs and dance forms of their own choice
- The performance duration should be 4-5 minutes.
- Link of your Google Drive containing the video should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".



Choir

Online Group Singing Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- The group has to perform any one song of their choice.
- The song can only be in Hindi or English.
- Minimum Participants per group is 3 people.
- No instruments & karaoke are allowed.
- Participants are not allowed not to use any kind of pre-recorded music.
- Maximum performance time for this round is 10 minutes.
- The audio quality should be clear.
- Participants need to provide the extracted audio out of the video separately.
- The decision of the judges will be final and binding in all cases.
- Organizers have full authority to disqualify the participation in case of any discrepancy.
- Link of your Google Drive containing the video should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as **“(Your Alcher-ID) - (Event Name)”**.



Voice of Alcheringa

Online Solo Singing Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- The participant has to perform any one song of his/her choice.
- The song must only be in Hindi or English.
- No instrument is allowed.
- The selected candidates will perform their selected song along with pre-recorded music.
- Maximum performance time is 10 minutes.
- Link of your Google Drive containing the video should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as **“(Your Alcher-ID) - (Event Name)”**.



Poetry Slam

Online Poetry Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- Languages allowed: English and Hindi.
- Points are given for content and performance.
- The number of rounds will be based on the no. of participants.
- The time-limit is 4 minutes.
- No props or musical instruments are allowed.
- No background music allowed other than the music you can make from your own body.
- Link of your Google Drive containing the video should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".



Zephyr

Online Short Fiction Writing Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- Language -English, Hindi.
- Results will be declared after Alcheringa.
- Participants need to record a video (4-5 minutes) narrating their fiction.
- Link of your Google Drive containing the script of the form pdf or doc or image(.jpg, .png, .jpeg)
- Link of your Google Drive containing the script should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".



Mehfil-E-Alcheringa

Online Shayari Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- The **language of presentation** should be Hindi and preferably Urdu.
- The participant has to present any **original shayari** of his/her choice.
- The number of rounds will be based on the number of participants.
- The time limit for performance is 3 minutes.
- No props or musical instruments are allowed.
- No background music allowed other than the music you can make from your own body.
- Link of your Google Drive containing pdf or doc or image(.jpg, .png, .jpeg) should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".



Who is it?

Online Portrait Designing Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- Participants need to arrange their own drawing tools.
- Participants need to make a portrait of any famous personality.
- It is a solo event.
- Click photos of at least 3 stages of your art - Initial, half-done, and final work.
- Link of your Google Drive containing the video should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".

Bonus :

- A chance to get featured on our Media Pages.
- In addition to submitting your entries on our portal , participants can choose to upload the **Behind The Scenes** from their **PUBLIC** Instagram accounts.
- Top entries shall be published from the official Alcheringa Page.
- Participants need to tag @alcheringaiitg
- The hashtags #alcher2022 and #hailalcher needs to be used in the caption.



Rangoli

Online Rangoli Making Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- The participants need to design the rangoli based on the theme.
- **THEME** - Beginning of New Era(completing 75 years of independence- amrut mahotsav)
- Maximum team size is 3 members.
- Click photos of at least 3 stages of your art - Initial, half-done, and final work.
- Link of your Google Drive containing the photos should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".

Bonus :

- A chance to get featured on our Media Pages.
- In addition to submitting your entries on our portal , participants can choose to upload the **Behind The Scenes** from their **PUBLIC** Instagram accounts.
- Top entries shall be published from the official Alcheringa Page.
- Participants need to tag @alcheringaiitg.
- The hashtags #alcher2022 and #hailalcher needs to be used in the caption.



Best Out of Waste

Online Junk Art Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- The participants need to make a unique thing using waste materials.
- Maximum team size is 2 members.
- Click photos of at least 3 stages of your art - Initial, half-done, and final work.
- Record a video of at least **45 seconds while working**. The artwork and the participant should be **clearly visible** in the video. Note that the video should be **'one-shot, no-transition'**.
- Attach atleast 4 photos of final work (top view, side view, front view- any other creative angle according to your artwork).
- Note that the video should not be edited in any way. Use of any kind of special effects is **STRICTLY** prohibited and will lead to direct disqualification
- Link of your Google Drive containing the photos should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as **“(Your Alcher-ID) - (BOW)”**.



ART TALKIES

Bonus :

A chance to get featured on our Media Pages.

- In addition to submitting your entries on our portal , participants can choose to upload the **Behind The Scenes** from their **PUBLIC** Instagram accounts.
 - Top entries shall be published from the official Alcheringa Page.
 - Participants need to tag @alcheringaiitg.
 - The hashtags #alcher2022 and #hailalcher needs to be used in the caption.
-



Custom Brush

Online Digital Painting Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- **THEME** - Historical Illustration.
- Entries are limited to 2 photos per person.
- All entries must be in digital format and at the highest resolution possible in a .jpeg, .jpg, or .png format.
- Files submitted may not be larger than 10 megabytes.
- All entrants must hold exclusive rights to the photographs they submit and by entering they are claiming such ownership.
- Participants should be ready with their main work-file and brushes to submit when asked.
- Link of your Google Drive containing the photos should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".



DIGITAL DEXTERITY

Bonus :

A chance to get featured on our Media Pages.

- In addition to submitting your entries on our portal , participants can choose to upload the **Behind The Scenes** from their **PUBLIC** Instagram accounts.
 - Top entries shall be published from the official Alcheringa Page.
 - Participants need to tag @alcheringaiitg.
 - The hashtags #alcher2022 and #hailalcher needs to be used in the caption.
-



Xpressions

Online Face Expression Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- THEME - 😞 🤔 😊 😞 😐 🤔 😊 🤔 😞 😱
- Participants can select any of the five emoji from the set of given emoji list to make their picture.
- Each participant can submit at max one entry.
- It is mandatory for participants to use their own images and they need to be Close up Captures.
- Link of your Google Drive containing the video should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".



Alcher Diva/Hunk

Online Photo Contest

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- Participates are required to submit a full length photo of themselves.
- Link of your Google Drive containing the social media links should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as **“(Your Alcher-ID) - (Event Name)”**.
- The most interesting and glamorous entry which will get maximum points will be declared winner.

Point System:

- Facebook Like : 5 pts
- Instagram Like : 10pts



Doodle pad

Online Doodle Designing Competition

- There is **no registration fee** for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- All entries must be in digital format and at the highest resolution possible in a .jpeg, .jpg, or .png format.
- Files submitted may **not be larger than 10 megabytes**.
- Link of your Google Drive containing the photo should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".

JUDGING CRITERIA:

- **Artistic merit** -Drawing skills and use of colour.
- **Creativity and Originality** --Considering the representation of your theme, as well as the unique and novel approach to the Doodle.
- **Communication of your theme in both the drawing and supporting statement** - How well the entrants explain what their doodle represents in the supporting statement and drawing.



DIGITAL DEXTERITY

Bonus :

A chance to get featured on our Media Pages.

- In addition to submitting your entries on our portal , participants can choose to upload the Behind The Scenes from their PUBLIC Instagram accounts.
 - Top entries shall be published from the official Alcheringa Page.
 - Participants need to tag @alcheringaiitg
 - The hashtags #alcher2022 and #hailalcher needs to be used in the caption.
-



LIGHTS CAMERA ACTION

Director's Cut

Online Short Movie Making

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- The theme as well as the genre of the short movie are not imposed.
- The short movie should not last for more than 12 minutes (credits included)
- **Suitable for all audience:** No obscenity.No Nudity. No Excessive violence.SHORT MOVIE deemed obscene or defamatory will be disqualified.
- Short movies which were not shot in Hindi or English shall have English subtitles.
- Link of your Google Drive containing the video should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".

JUDGING CRITERIA:

- Story telling.
- Creativity and Originality
- Screenplay and Actor's performance
- Technical Execution:Camera/Sound/Light/Editing.
- Overall impression.



LIGHTS CAMERA ACTION

Snap Thrillz

Online Photo Making

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- **Judging Criteria:** Theme implementation, Creativity, Originality
- **THEME:** Street photography/Nightlife photography.
- Photographs of not more than **10 MB** in size must be submitted online and the organisers may request for **higher resolution images** subsequently.
- Each participant can submit up to three entries.
- Link of your Google Drive containing the photo should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".
- **Digital manipulation that distorts the reality of the photos will not be allowed.** Only basic enhancements such as **sharpening, contrast adjustment, or simple cropping** will be allowed.
- **Entries must be the original and unpublished work of the participant and copyright owner.**



LIGHTS CAMERA ACTION

Just reel it

Online Reel Making Competition

- There is no registration fee for this event.
- Registrations are done at <https://registrations.alcheringa.in>
- Single entry per person or group.
- Maximum 3 people allowed in a group.
- Participants are expected to prepare a short reel video that should not last more than 60 seconds.
- The video should not contain hate speech, including verbal attacks based on gender, sexual orientation, race, ethnicity, religion, disability, or nationality.
- All clips and the video should be original, however audio tracks can be borrowed and should be given due credit.
- Link of your Google Drive containing the video should be submitted at <https://registrations.alcheringa.in> with provided access. Name the folder that is being submitted as "(Your Alcher-ID) - (Event Name)".

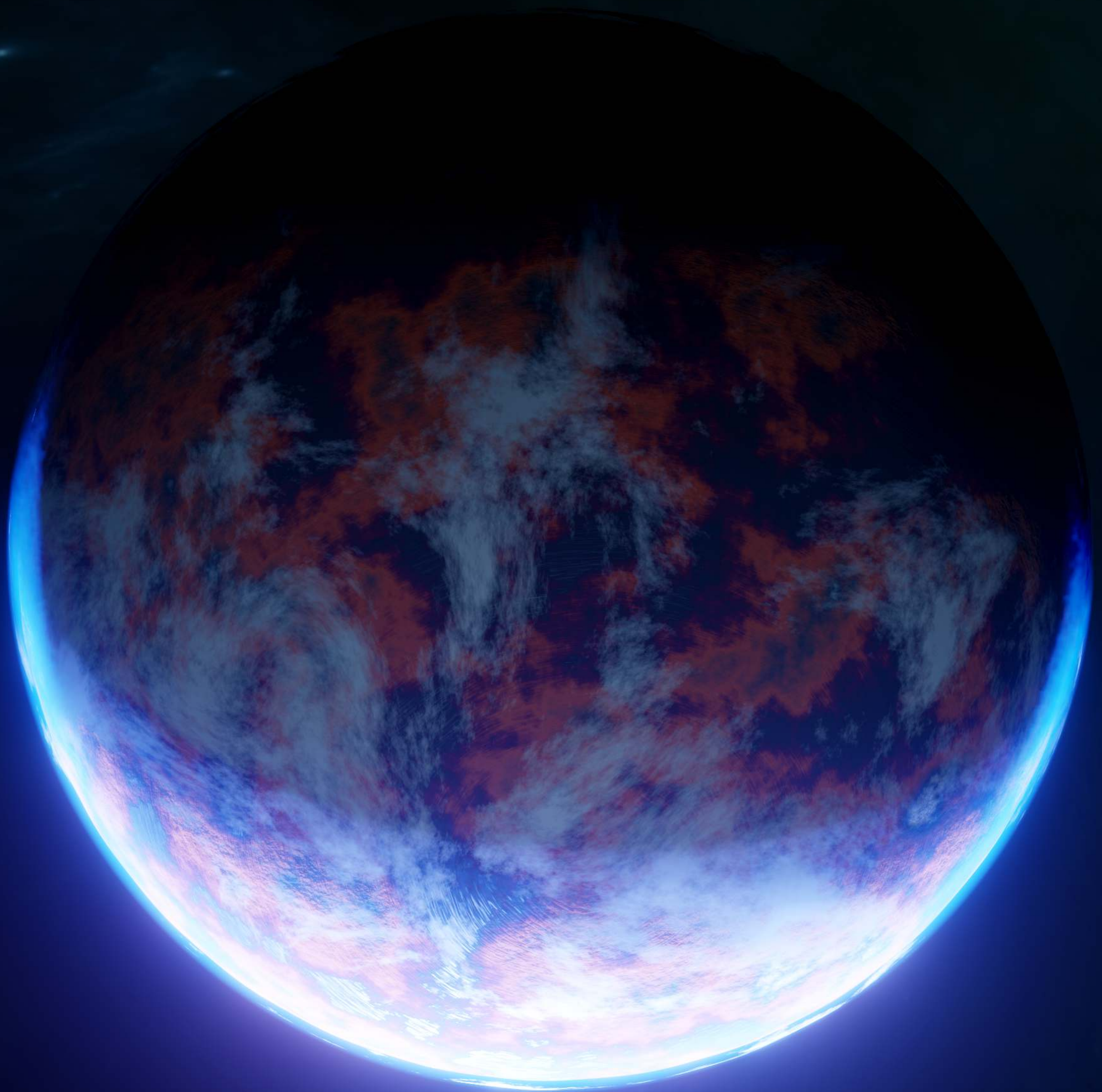


LIGHTS CAMERA ACTION

JUDGING CRITERIA:

- Creativity
- Content
- Resemblance to the actual content
- Performance





CONTACTS

For general information and queries

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